



Making advertising transactional

INDUSTRY RECOGNITION



SOME OF OUR CLIENTS



What to expect

- Transactional advertising
- First party data injected into selected CRM
- Behavioural data via a dashboard
- Insight into your media performance and expenditure

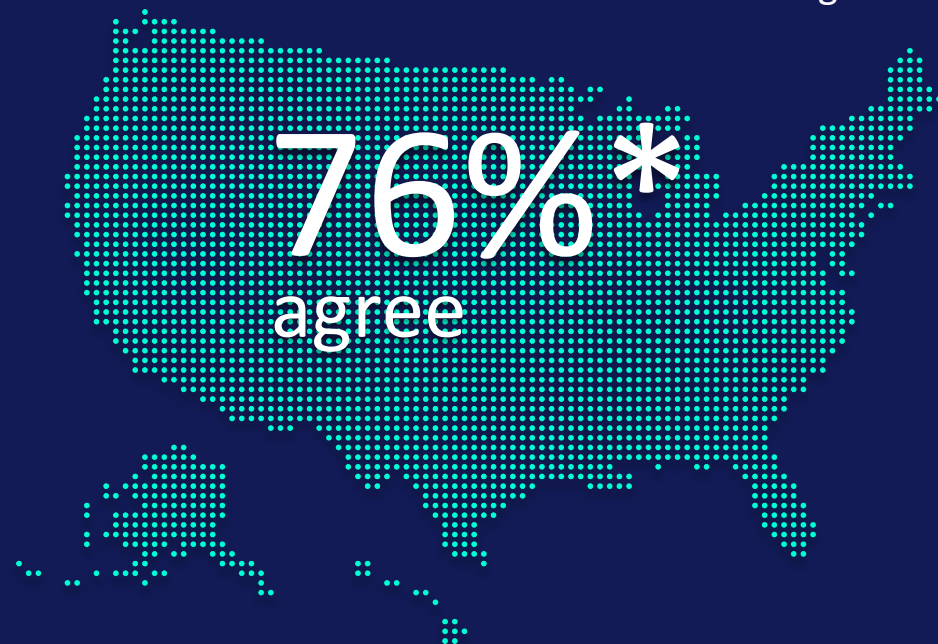
Considerations



- Playrcart don't purchase media
- Playrcart don't create assets
- Playrcart cannot control the media performance (hence our insights)
- If you require a specific retailer, an introduction is our proposed route forward

Research shows online shoppers want an improved online experience

Strong US & UK consumer appeal

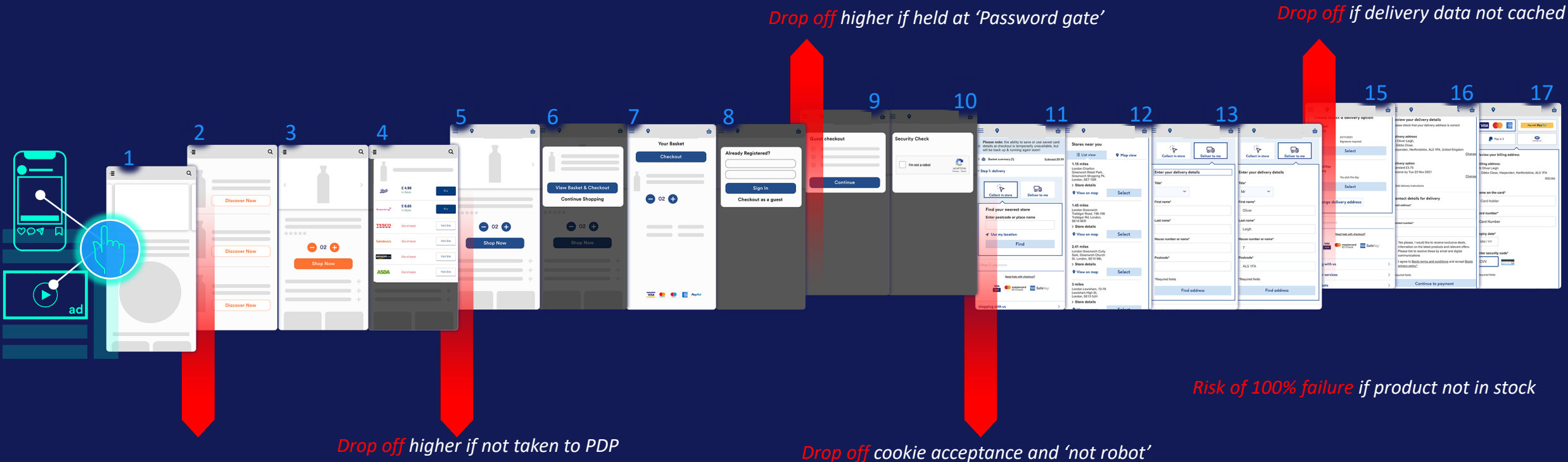


“When shopping online I don’t like having to go through **lots** of screens”



“When shopping online I don’t like to be taken to **different** pages, windows or sites.”

A common 'click through' user experience (UX)... also known as “17 reasons not to buy”



1.84% average CTR of
online video ads

Current UX = 1.2%* conversion rate

*based upon an industry average

Source: The State Of Online Video Advertising – Statistics And Trends (invespcro.com)

0.02% of people who are
exposed to the ad, end up
making a purchase (1.2% of
the 1.84%)

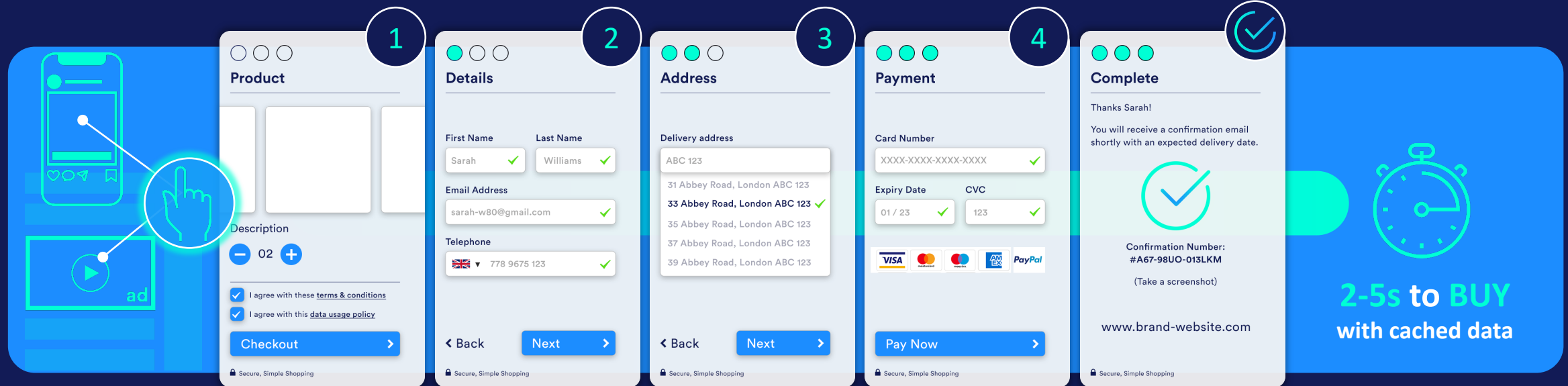
Playcart UX reduces friction and delivers a full transaction in 4 simple steps!



Customer engages ad

Engages with Playcart technology

Buy | Book | Donate | Enquire



75%* ↓
Reduction in online
checkout friction

*average checkout friction reductions may vary; based on a 17-step transaction process

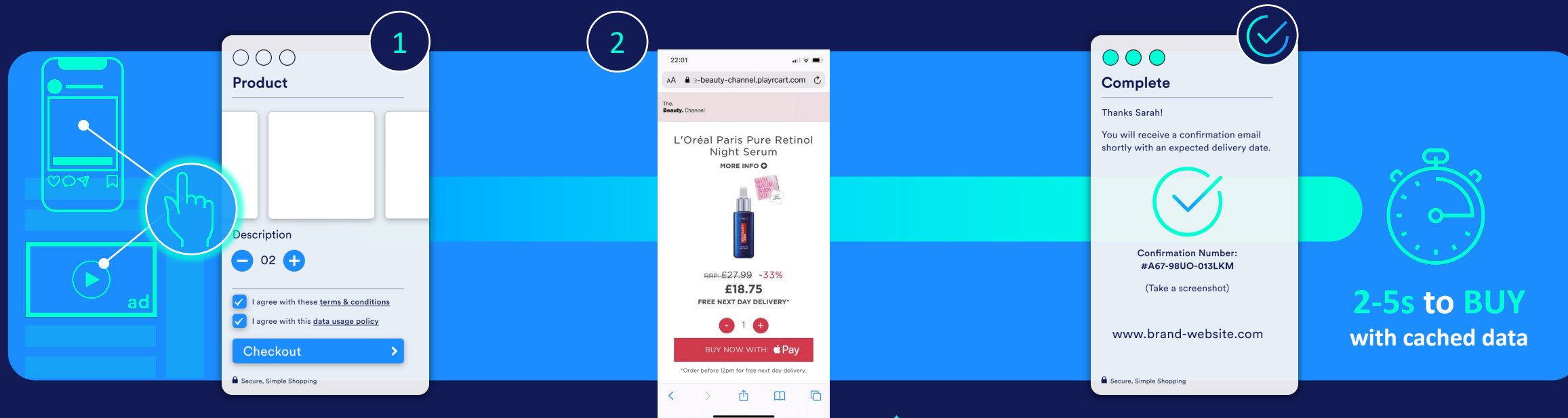
Playrcart can remove friction altogether to deliver a 1-click checkout!

Customer engages ad

Clicks Buy Now

Engages with Playrcart technology and use Apple Pay or Google Pay

Buy | Book | Donate | Enquire



89%

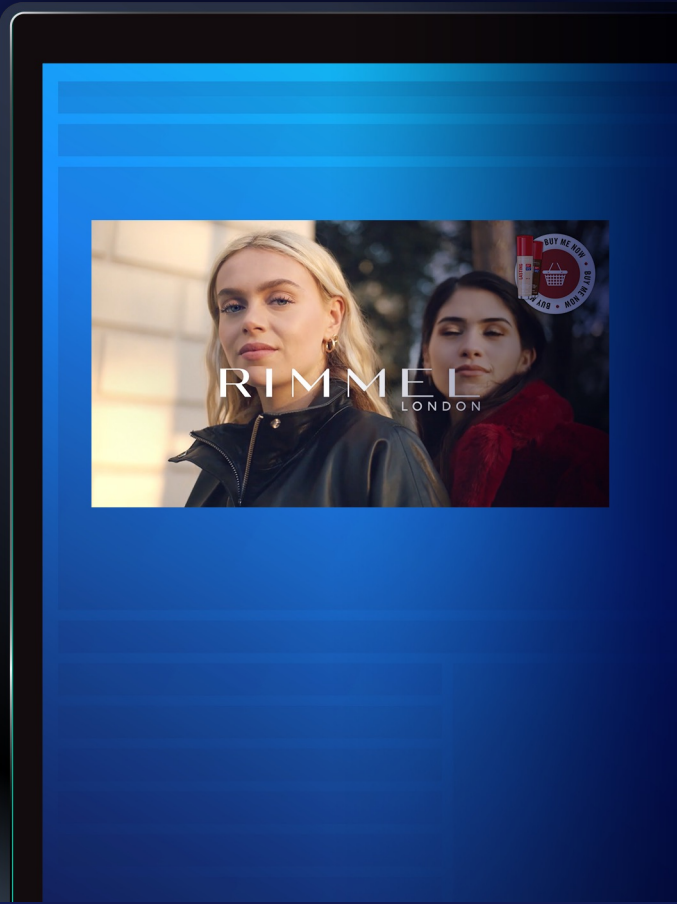
Uplift in conversion with '1-click' vs standard e-commerce journey*

*GPI Quantitative Research on behalf of Playrcart, n=497, UK, June, 2022

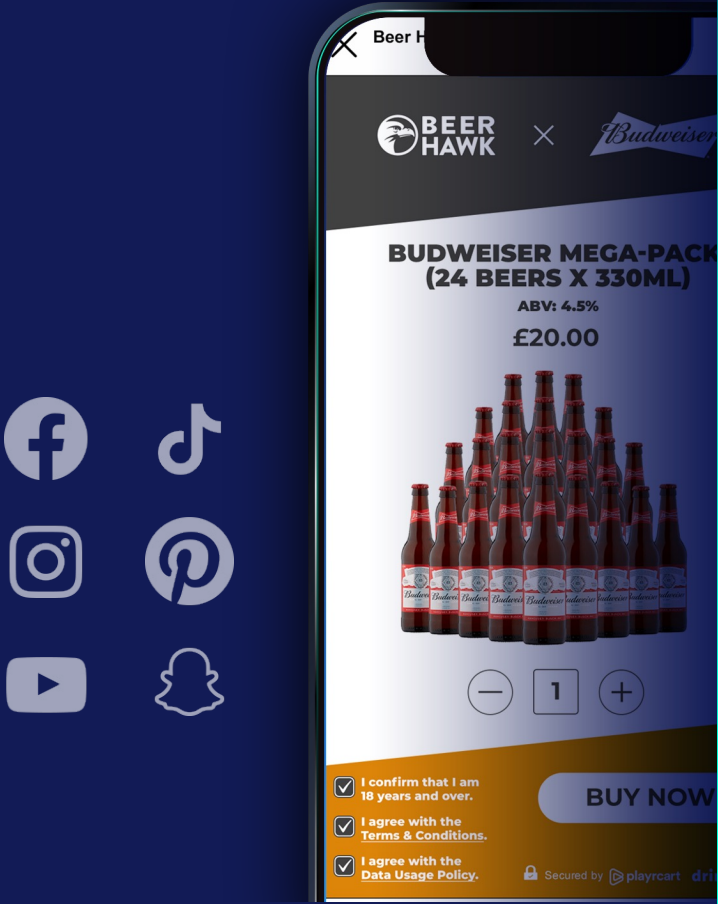
Playrcarts transactable solutions

Product range

Open Web Ads



Social Commerce



Live Stream



Product use cases



Buy

Enabling your marketing assets to become truly transactable.

L'ORÉAL
PARIS

Nestlé



Book

Bring transactions to the forefront of your marketing strategy.


HYUNDAI





Donate

Entice your desired audience into donating to your cause.

 WE ARE FAMILY
FOUNDATION

 American
Heart
Association.



Enquire

Our technology revolutionises your performance marketing.


vodafone

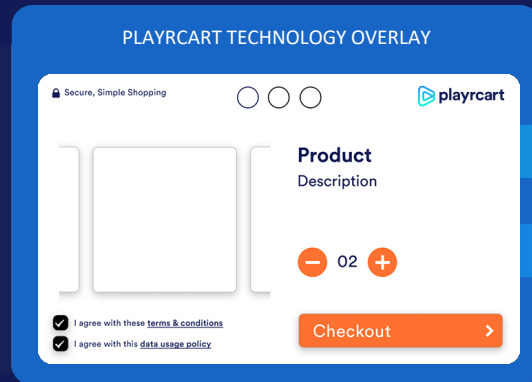
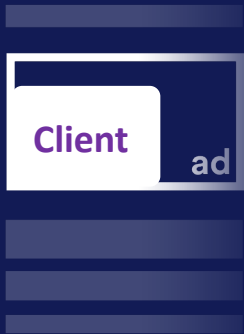
Data & Insights

Transactional advertising, first party data and behavioural insights

Ad

OPEN WEB:
Video / Display

SOCIAL:
Post / Story / Live



BRAND SELECTED CRM



First Party Data*

- ✓ Name
- ✓ Email Address
- ✓ Phone Number
- ✓ Delivery Address

Client

Circa 12%+
conversion rate

Orders sent to selected and introduced
fulfilment partners who then send the product
to the customers**

Retailer/
D2C Site

Happy Customer



Behavioural Data

PLAYRCART DASHBOARD



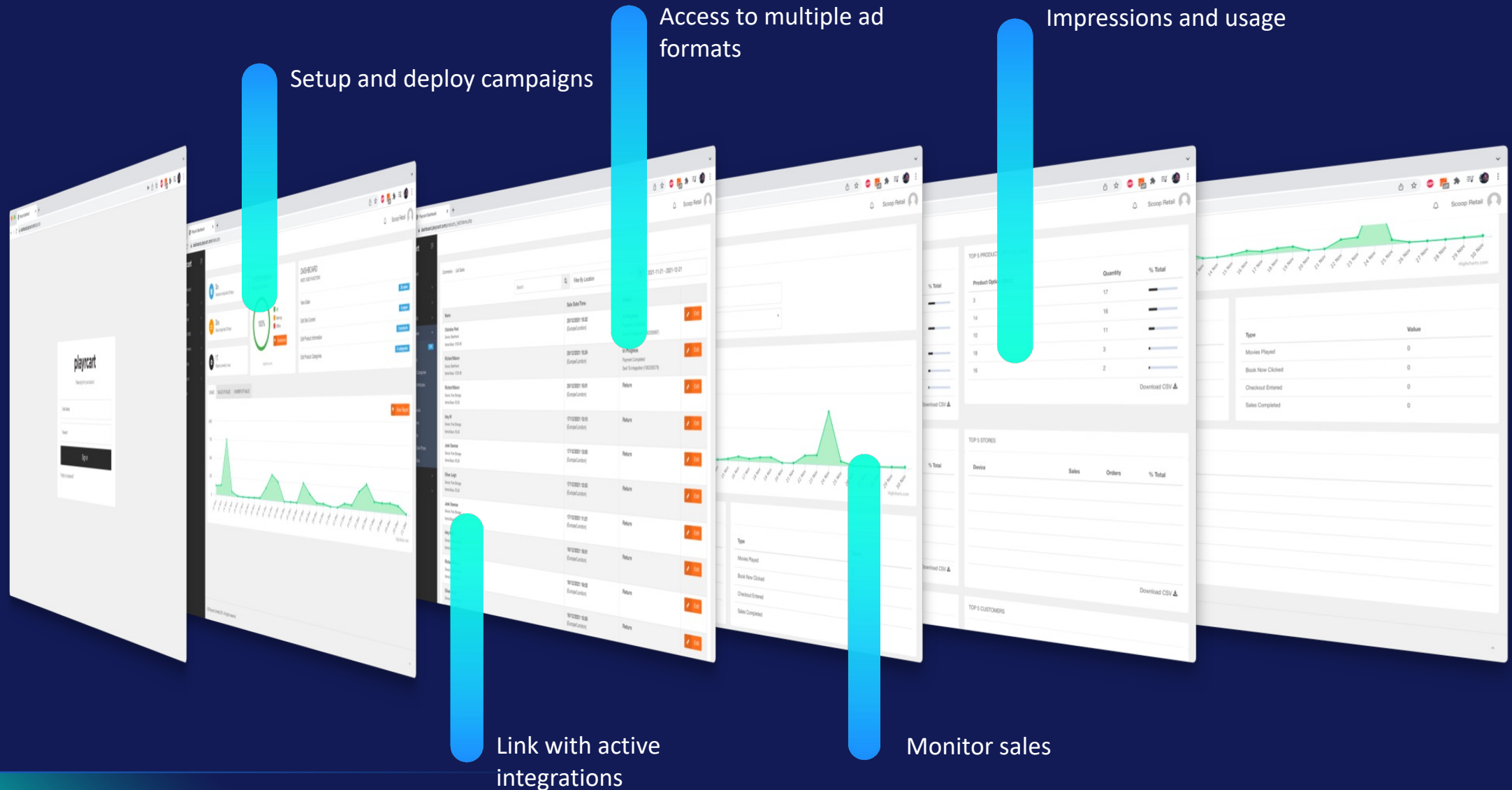
- ✓ Impressions
- ✓ Funnel Engagement
- ✓ Conversion by Platform
- ✓ Conversion by Retailer
- ✓ Product Preference
- ✓ Format Performance
- ✓ Dwell Time
- ✓ Location
- ✓ Time of Day
- ✓ Day of Week

Client

*Playcart delete 1PD and are a processor not a handler

**These are not LIVE Playcart retailers. We can share a confirmed retailer list separately. The retailer logos are examples of retailers we can potentially integrate with. Integration take circa 5 to 10 days.

Real time impressions and media performance dashboard – *make more of the dashboard*



Integration Process

How can we work with Playrcart, what do you need from the brand?



Beautifully simple technology overlaid on your assets



Playrcart Secure Checkout

Playrcart First Party Data and Impressions Technology

Playrcart Transactional Technology

Client Creative Asset
Video / HTML5 Display

Web Page

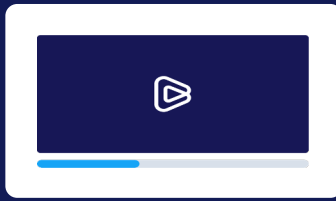


Format delivery of Playrcart

Open Web Formats



Outstream



Pre-roll Ad



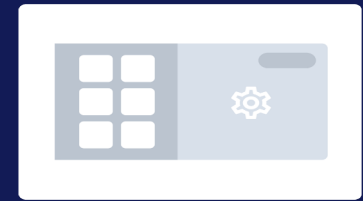
Display



Expandable

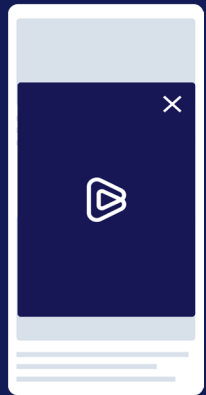


Fireplace



Bespoke

Mobile Formats



Interstitial



Pre-roll Video



Display

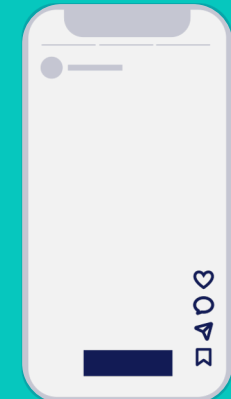


Native



Bespoke

Social Platforms



In-Feed
Stories
Live

Retailer.com or brand.com integration workflow

